

PERSONAL BRANDING

**YOUR SECRET TO
MORE APPLICATIONS
AND BETTER CANDIDATES**

Today you are you,
that is truer than true.
There is no one alive
who is youer than you.

- Dr. Seuss

What Makes You Yover Than You?

When it comes to branding, staffing agencies tend to have a good understanding of who they are, their position in the marketplace and the message they're trying to convey.

However, in working within the industry for over 20 years, we've found that personal branding is often clouded by generalities and stereotypes.

As an industry it's time to break through the generalities.

**IT'S TIME TO BREAK THROUGH THE
STEREOTYPES AND STAND OUT FROM
THE CROWD. NOT BY PUTTING ON A SHOW...
BUT BY BEING OURSELVES.**

What Makes You... Well... You?

"Your smile is your logo, your personality is your business card, how you leave others feeling after having an experience with you becomes your trademark." – JAY DANZIE

Offline, you're unique.

You have passions and habits.

Maybe you've seen the same band 20 times. Maybe you have season tickets and haven't missed a game in 10 years.

It's time we bridge the gap between "online" and "offline"

See, online is just an extension of who you already are, or at least it should be. And that can be tough! In a world of Instagram models, Photoshop and editing video to the perfect cut, being authentic in a world full of fabrication can be a difficult pill to swallow.

I challenge you to do away with the idea of competing in a Photoshopped world and start competing in the battle for authenticity. Show individuals exactly who you are so you earn their trust and become the sole person in your local market who can help them find a job when they need it.



THE KEY TO A SUCCESSFUL PERSONAL BRAND?

Authenticity and Relatability.

This should go without saying, but we've lost our way in recent years.

In the era of being "mad online," we've failed to realize that we're actually just mad. That online persona is a representation of who you are at your core and just an extension of who you are when you're sitting at dinner with a friend.

Be authentic because that authentic nature will lead to you being relatable to a core group of individuals in your local market that are looking for someone that can help them find their next job.

Think about the last candidate that walked into your office and chatted with you about an available job or their skills. Did they have any idea of who you are besides the fact you worked at a specific company?

Now imagine that same individual walking into your office and knowing who you are, knowing about your family and knowing about your favorite sports teams. Imagine knowing that same information about them.

The conversation turns from an awkward interview into a general conversation between friends. At that point, it becomes easy to find that individual an assignment because you genuinely want to help, not just fit a peg in a hole.

THE MORE DETAILED YOU CAN BE ONLINE, THE MORE RELATABLE YOU BECOME.

Tough to admit, but public perception is reality and what's said about you online sticks...forever.

To combat the "Haters" develop a strong personal brand both offline and online, so your local community knows who you are to your core. That way, if a negative review of you or your service level were to appear online, those that know you personally will see past the negative review, seeing you for who you truly are.



Putting the **Social** back in Social Media

Think about your LinkedIn profile or Twitter profile.

How much of what you post on a daily basis is automated? Maybe you have your company blog hooked up to an RSS feed. Or your job board.

Take a look through the past week, how many posts that went out through your profile were automated?

Automation is an incredible tool. It helps us find efficiencies which gives us the opportunity to focus on other responsibilities.

However, fully automating social media is **NOT** the answer in 2018.

ITS TIME WE PUT THE SOCIAL BACK IN SOCIAL MEDIA!

If you were at a networking event meeting everyone in the room for the first time and someone approached you only to chat about their newest eBook, their newest blog post, asking you to join their newsletter and asking you to subscribe to their job alerts what would you do?

You'd walk away!

"Offline" networking consists of talking. Asking the individual what they do for work. What they enjoy outside the office. What their favorite beer is.

If this is how you would act offline, why would you be any different online?

It's time to put the "Social" back in Social Media

It's time that we, as an industry, commit to using social media as a personal tool to connect with candidates and prospective clients in an effort to first learn about them. To chat with them.

Stop spamming your audience with "asks."

Instead, get to know them, and then, only after you've gotten to know them and their pain points and you've earned their trust, petition them with an ask.



ADDITIONAL READING

The One Thing I Didn't Clarify Enough in Jab, Jab, Jab, Right Hook
(Gary Vaynerchuk)





What if my recruiters grow their personal brands and networks and leave for another company?

<<]

It's a question we've heard...a lot!

The answer...what if they don't grow a personal brand and develop a network of candidates and stay?

"New" personal networking is drastically similar to "old" personal networking, only using new tactics and methods.

Old personal branding and networking focused on growing email contacts; maybe a little black book of possible candidates, an Excel spreadsheet.

New networking is done on LinkedIn, Twitter, Facebook and Instagram. New networking consists of connecting with a candidate after a job fair or reaching out to a potential client on LinkedIn to chat.

Where we store these names is pivoting, but the methodology is consistent.

Personal Branding: Your Secret to More Applications and Better Candidates (The Tactics)

3 STEPS TO PERSONAL BRANDING ON SOCIAL MEDIA

1. Profile Development
2. Join the Conversation
3. Start the Conversation

Profile Development

While this step should be completed on every major platform (LinkedIn, Facebook, Twitter, Instagram, YouTube) start with where you are most comfortable.

Instead of getting overwhelmed at the thought of having to be on every platform, start with the one you use most frequently.

If you don't currently use any social media platforms, contact our team of Marketing Educators for assistance! We can help point you in the right direction based on your specific niche.

What Does Profile Development Entail?

OWN YOUR NAME

If you're still using Social Media under an alias, make today the day you change that. Remember, online is an extension of who you already are. Unless you expect a candidate to call you by an alias when they walk into your office, own your name across social media platforms.

What if your name is already taken by someone else?

On LinkedIn and Facebook this won't be an issue. On Twitter and Instagram however, where your profile is built around handle, if your name is already taken you'll have to get creative. We recommend tying in your company if this is the case. Take David Searns, Haley Marketing's CEO for example. On Twitter David goes by [@DavidAtHaley](#)

COMPLETE YOUR PROFILE

On LinkedIn this is considered "All-Star" status. Strive to be an all-star on every social platform.

After you setup your account go through the settings and fully update your profile.

Remember from earlier, the more detailed you can be online, the more relatable you become. Relatability is everything and having a personal connection to an individual drastically improves the likelihood that a candidate reaches out to you over another individual when the time for them to find another job arises.

PROFESSIONAL HEADSHOT

Throughout 2018 Haley Marketing was a part of nearly 30 staffing-related conferences. Having a professional headshot on our personal profiles has proven to help us cut through cluttered conference rooms and exhibit halls.

By using a professional headshot instead of a cropped picture from the last barbecue you went to, you put forth the best representation of yourself. This isn't an effort to be Photoshopped but, instead, give you the best chance of being recognized when you attend a networking event or job fair.

LINK YOUR COMPANY

We referenced this in item 1 above, but if you have secured your name and not a variation of your name and company on social media, link your company in the details section of your profile. Whether this is in your About section on Facebook or your Bio on Twitter, by linking your company you increase the chances of being discovered should someone search for your organization.

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In the example above, Victoria Kenward and Brad Smith show up in a Twitter search because they have “Haley Marketing Group” in their Bio, increasing the discoverability of their profiles and consequently growing their personal brand.

GROW YOUR COMMUNITY

A networking event can be a great resource to grow your connections. However, if the room is empty when you get there it's going to be pretty tough to meet new people.

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On each social platform, strive to connect with 25 new individuals every week.

Using the search functionality across various social platforms, search either by location or by the job title you're looking to fill. In a job market that is more focused on attracting passive candidates, using LinkedIn to search for “Engineers in Buffalo” is a great way to find potential candidates that are perfect for your open assignment.

FOLLOW LOCAL ORGANIZATIONS

If you're working at a localized staffing firm you should be placing emphasis on connecting with every business, organization, charity and little league account across social media.

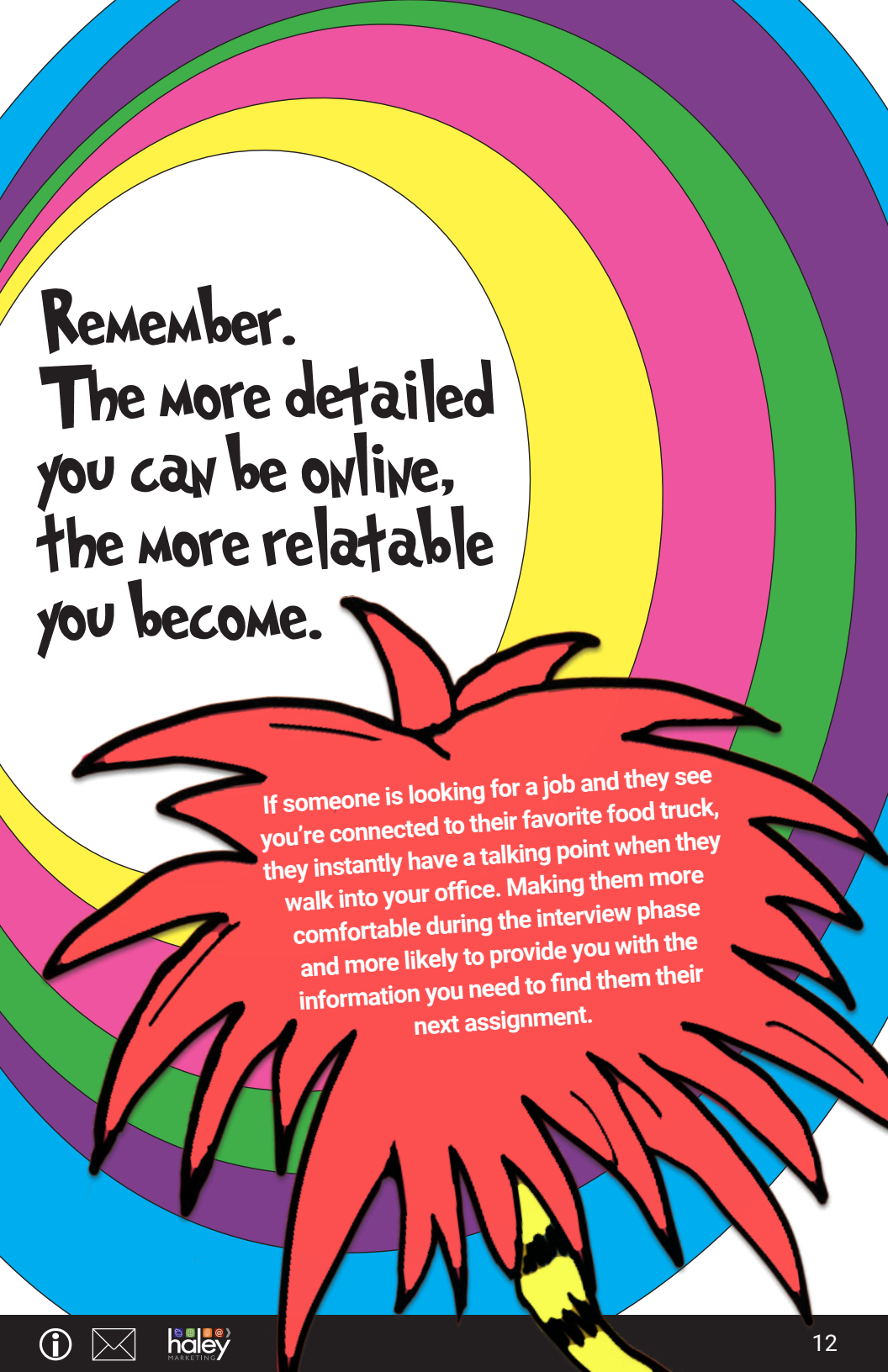
6

Why?

Become a staffing specialist of choice in a given market takes time.

But, if you can be seen as someone with strong local ties you'll catapult yourself up the list of potential individuals for a candidate to reach out to when they're ready for their next job.





Remember.
The more detailed
you can be online,
the more relatable
you become.

If someone is looking for a job and they see you're connected to their favorite food truck, they instantly have a talking point when they walk into your office. Making them more comfortable during the interview phase and more likely to provide you with the information you need to find them their next assignment.

Join the Conversation

Want to be successful on social media?

Engage in authentic conversation.

Instead of shouting into the noise, go where potential candidates are already hanging out and become a part of the discussion.

But where do candidates hang out on social media?

Facebook and LinkedIn Groups



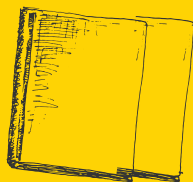
Looking for active candidates? Join Facebook and LinkedIn Groups based around hiring in your local market.

Need convincing this tactic works?

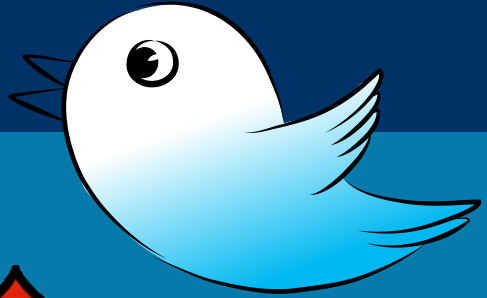
Through our Social Pro service we actively shared five jobs in localized and niche-based Facebook groups for a client in the marine and industrial staffing space. The result? In just one month, we increased organic Facebook job-posting reach by 1,385 percent, generating 125 applications from five Facebook jobs – with no paid promotion!

CASE STUDY

Smart Social Strategy Exponentially Increases
Job Reach and Applications



Twitter



On Twitter we recommend following location-based hashtags and event-based hashtags in your area and tweeting with others in your area about the theme of the hashtag. By following hashtags on a local level, you can pinpoint individuals in your area and join the conversation they're already having.

General Social Media

As you scroll through your timeline or newsfeed, constantly be on the lookout for people asking questions you can provide answers to. Maybe it's trivial – the best place to eat in Buffalo NY. Or maybe it's a post from a group – I hate my job is anybody hiring in Buffalo?

Regardless of the context, if you know the answer to a question or can provide value to the situation that particular individual is in, always respond. Maybe they're not ready to contact you for a job right now.

But, they may come to you in the future.

We're playing the long game here.

Also, when you comment or reply to someone on social media, their connections and followers have the opportunity to see that reply as well. Because we've taken the time in step 1 to fully develop our profile and outline who we are and what we do, that comment indirectly showcases you as a industry leader and a resource to anyone looking for work in your city.

Start the Conversation

The third and final step of building your personal brand on social media?

Start the conversation.

We've developed our profiles and have reached all-star status. We've connected with individuals on a weekly basis and we've joined conversations in our newsfeed and in groups. Now, it's time to start a conversation of our own.

But what do we talk about?

!. Make it Personal

We're starting to sound like a skipping record, but the more detailed you can be online, the more relatable you become.

In the struggle to recruit the best candidates in your local market, relatability goes a long way. If a potential candidate can get to know who you are BEFORE they step foot in your office, then the likelihood of them wanting to partner with you for their next job search increases significantly.

What do we mean by make it personal?

If you're interested in specific bands, sports teams or motivational speakers, share that on your social media channels! Share who you are and what your interests are, don't rely solely on sharing job after job after job.

2. Document Your Journey

This is arguably the easiest place for personal branding, because it's what we see on social media day after day.

THE JOURNEY.

What you do outside of the office. The hobbies you have on the weekends. The job fairs you attend or the presentations you deliver.

Instead of thinking about social posts as "creating" content, focus on "documenting" your experiences, showcase what makes you you across LinkedIn, Twitter and Facebook.

3.

Blog to Answer Questions

We've seen incredible success from blogging throughout the staffing and recruiting industry.

RELATED CONTENT

The 90-Day Blogging Challenge. The Results from Publishing 90 Blogs in 90 Days

The biggest barrier to blogging?

Time after time we hear the same comment.
"I'd love to start a blog, but what do I talk about?"

If you're interested in blogging, start with the basics. Start by answering the common questions you receive in your inbox. Next time a candidate reaches out about your interviewing process or what documents they should bring with them when they come in for an interview answer their question on your blog.

Then, send the blog article to them for reference.

Not only have you just created a valuable piece of content that will benefit that individual and countless others, you also just saved yourself from having to answer that question again.

Once you've mastered your inbox and have answered common questions asked by candidates and clients, think about the common challenges faced by job seekers in your local area. What questions might they have? What challenges are they facing?

Be the resource they're looking for and earn their trust as a leader in employment in your local market.

4.

Share Three Times Every Week

If you're writing your own content, certainly share those posts as they are published. You can then share those same articles periodically over the upcoming year using different social copy and imagery.

But you're not just limited to the content you create.

Share other articles that will benefit candidates and clients in your area.

If your staffing firm is blogging (and they should be!) share those resources.

Sharing on social provides you the opportunity to showcase your expertise with others, improve your brand and position you as a thought leader.

5.

Press Record

If the thought of getting in front of a camera instantly makes you start to sweat, stay with us.

You don't need a fancy camera or audio gear to be great on video.

All you need is a message and the confidence to press record.

DOES IT WORK?

One social media advisor at Haley Marketing Group published 16 videos on his personal LinkedIn throughout February as a test. Not only did it result in over 8,000 total views but it led to closing over \$40,000 in new business for Haley Marketing Group.

From a personal branding standpoint, he has shared with our team that on multiple occasions at networking events around Buffalo, NY individuals have come up to him and have mentioned the videos, saying they always see him on LinkedIn and appreciate the tips and best practices!

It works. All you need is the smartphone in your pocket and the confidence to press record.



SUMMARY

WHEN BUILDING YOUR PERSONAL BRAND ON SOCIAL MEDIA, REMEMBER:

- Online is an extension of who you are
- Authenticity and Reliability are the keys to a successful personal brand
- The more detailed you are online, the more relatable you become
- We need to put the "Social" back in social media instead of focusing solely on automation

3 STEPS TO PERSONAL BRANDING ON SOCIAL MEDIA

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